

NaXum's Perspective On The Claims Made By Cellements Europe.

As CEO of NaXum, the claims published by Anders Karlsson of Cellements Europe OU have forced me to share our perspective on the events leading up to Cellements choosing to close their business.

NaXum has been in business since 1999. We have a dedicated team of over 50 staff and serve referral marketing companies around the world with marketing systems, commissions engines, shopping carts, and predictive action apps. Our platforms support both young startup companies that are looking to make a mark on the world and large publicly traded juggernauts in our space.

There are indeed two sides to every story.

The following facts are a summation of documentation of the relationship between NaXum (an online marketing software provider) and Cellements Europe OU (a mlm that sells hand sanitizer from Sweden).

Anders Karlsson has posted a series of allegations online and defamation claims towards the NaXum team and myself personally as CEO, so we've decided to publicly share the communication from Anders to our staff for the public's review.

Anders claims are that:

- The NaXum team was months and months behind on deliverables, delaying their launch.
- That NaXum shutdown their platform for failure to pay due invoices.
- Ben Dixon, CEO NaXum has knowingly deceived Cellements and their partners.

It is important to share the full perspective from the view of the facts.

I will share my final opinion at the end of the following factual timeline.

Timeline of Events:

May 10th, 2019:

Anders Karlsson signs his contract with NaXum to customize, design, and brand out the NaXum UNIFY system for Cellements.

The agreement outlines a list of deliverables for the \$83,350.00 setup costs and an agreement for a minimum of \$180,000 in monthly fees to be paid out over the next 3 years of the contract.

NaXum, at the clients request, split the \$83,350.00 into an upfront payment of \$23,350 to start the project followed by consecutive \$10,000 and \$5,000 payments over the production of the platform until the project was paid in full.

Production begins and the NaXum team starts gathering required deliverables and providing the agreed upon services.

August 23rd, 2019:

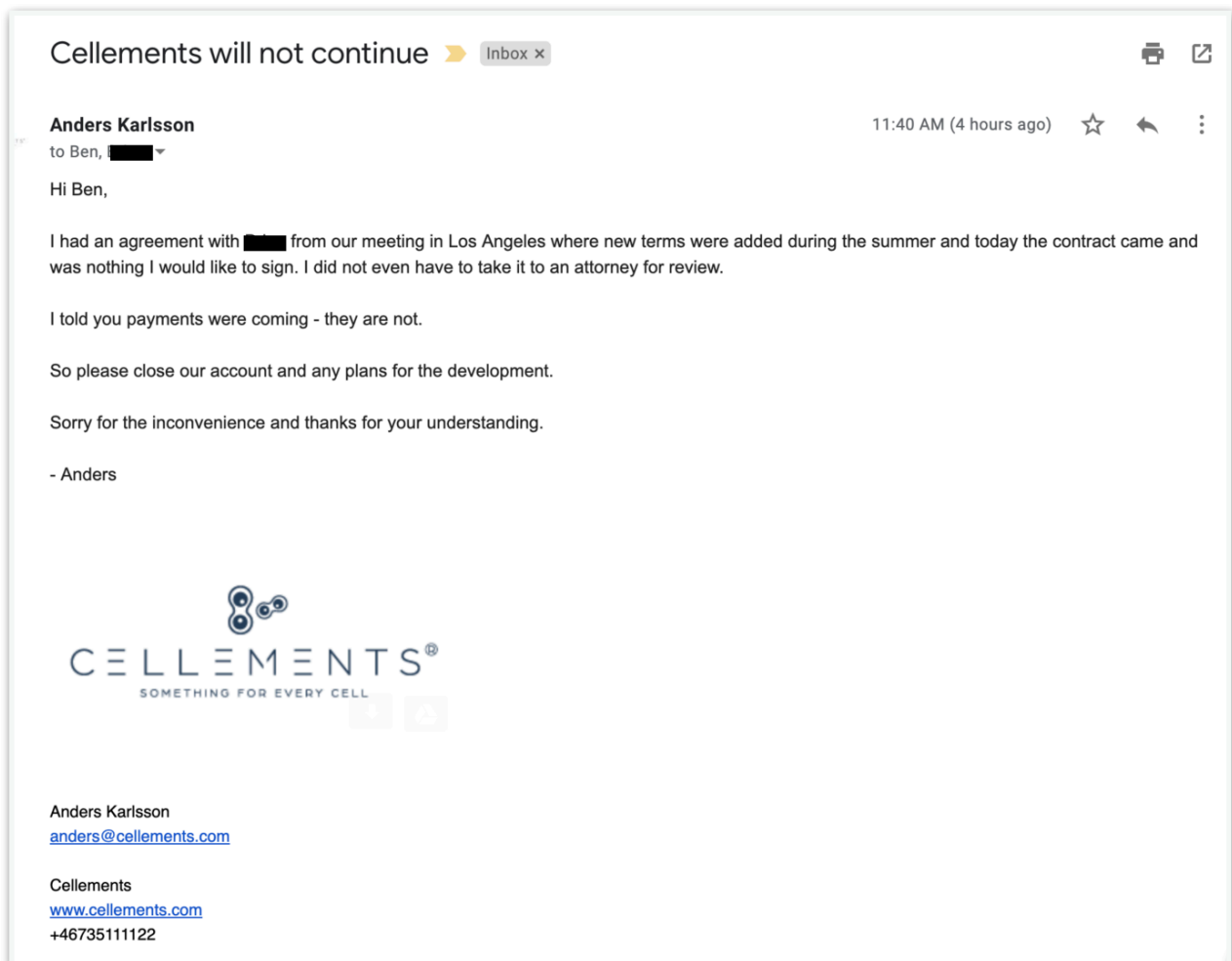
Cellements payment does not arrive for the outstanding invoice(for a partial payment of the upfront cost). NaXum finance team follows up for payment. No payment is made.

September 4th, 2019:

NaXum notify's Cellements that their platform will be put on hold until payment is made.

September 6th, 2019:

Anders emails his investors and NaXum, saying that he is closing up the company and that the project will not continue:



October 5th, 2019:

Anders appears again, asking for new payment terms to get the project back on track.

*Note that Anders no longer includes the original investor.

**On October 23rd, 2019:**

After renegotiating a new monthly payment structure with the NaXum team, Anders made a payment and the project is restarted. The NaXum team resumes production work on the platform.

November 11th, 2019:


The next invoice is due as agreed, Anders contacts our team saying he cannot pay.

Project on hold again.


November 20th, 2019:


Anders asked if our team will void late fees on his agreed payments and redo the finance structure again, NaXum out of good faith extends grace.


After Ander's partial payment, he is still \$5,000 away from re-activating the project.

**Anders Karlsson, FOUNDER** Client


Nov 20, 2019 ...

 Mara As the whole project is postponed can you please update me on the costs left (our total balance of the setup) and delete any added delay costs as we now delayed the project instead with 3 months and we have to pay 5000 a month for another few months.



**Mara 🧡**, Finance Manager

Nov 21, 2019 ...

 Anders

Thank you for your payment! 🙏 As you have requested, we have removed all late fees added to your invoices.

Also, we have already applied your \$10,000 payment to the following invoice:

CEL091319 - \$5,000.00

CEL100819 - \$5,000.00

December 2019 - February 2020

NaXum team follows up over 15 times to connect on re-activating the project and getting payments back on track.

March 2nd, 2020:

Anders asks for new payment terms for a 3rd time. Our team extends grace and flexibility and works with the new terms.

**Anders Karlsson, FOUNDER** Client

Mar 2 ...

 Mara Hello Mara! We could not find a complete solution and here is what we got now:

If we can pay another 10k this or next week and get going on the platform ASAP and then pay the rest of the start up cost in two months (5k added to the monthly maintainance fee) so we pay first two months 10k instead of 5k would that work for you?

BR

Anders



March 11th, 2020:

Payment is made under new terms and the project is reactivated. The teams at both Cellements and NaXum work together scrumming through deliverables from site design, shopping cart integrations, commission plan coding, mobile app development, training on the platform, marketing content creation, and testing on the migrated data.

July 23, 2020:

NaXum posts a draft of the alpha testing checklist(the process the client goes through to approve the system for launch) to have the client start experiencing the platform.

July 27th, 2020:

Anders and team submits a list of branding changes to then virtual office and sites on review for the NaXum team to complete.

August 3rd, 2020:

After the edits are made, the updated launch checklist sent for the clients approval. Anders reviews the platform and signs the launch release document confirming that all modules and requirements from the contract are complete to his expectations

1.0 Client Acknowledgement: Client has requested launch and approved the system in its current status and agrees to hold harmless and communicate with NaXum as any bugs with integrations arise in the platform. Client agrees to inform NaXum through the basecamp channel if they notice any bugs in the platform for the NaXum team to solve.

**to:**

Client: Cellements Europe OU
 Owner: Anders Karlsson
 Email: anders@cellements.com
 Phone: [REDACTED]

project title: CEL UNIFY
project description: Unify Build
account rep: Ben Dixon
invoice number: #CEL051019
date: May 10, 2019

System Launch Release

Through the production process the following items have been completed. This document is setup for both our teams to be on the same page with what's next as subscribers start coming into the system:

DESCRIPTION	STATUS
— Sprint 1 —	
Complete Cloud Powered Virtual Office	Complete
Front End Capture Pages Design (6 Languages)	Complete
Recoding Corporate Site Parallax Site (6 Languages)	Complete
Replicated Webinar Page Design (6 Languages)	Complete
Complete Unlimited Autoresponder Module	Complete
Replicated Live Chat Module	Complete
Custom Coded Affiliate Links On Blog	Complete
Video Email Module	Complete
SMS Text Contactor Module	Complete
Mobile Ready Enrollment Forms(Customer & Promoter)	Complete
Google Translate For Machine Translations	Complete
— Sprint 2 —	
Billing Platform With GPG	Complete
Commission Payout Integration With GPG	Complete
Social Sharing Platform: Facebook + Pinterest + LinkedIn + Twitter	Complete
Shopping Cart Integration: OnGoingWarehouse + Avalara	Complete
Multi-Currency Logic / With Admin Table To Assign 180 Currencies	Complete
— Sprint 3 —	
Integrated Commission Core + Compensation Documentation	Complete
Commissions Reporting Module	Complete
iOS & Droid Application once released	Complete

1.0 Client Acknowledgement:

Client has requested launch and approved the system in its current status and agrees to hold harmless and communicate with Naxum as any bugs with integrations arise in the platform. Client agrees to inform Naxum through the basecamp channel if they notice any bugs in the platform for the Naxum team to solve.

2.0 Pending Items:

Naxum will set priority of future pages to still be created with client as the future requirements are provided to Naxum. Naxum will set release dates for these deliverables once content is approved to be released in the system.

IN WITNESS WHEREOF, the parties have executed this Agreement by their respective, duly authorized representatives as the date first above written.

DocuSigned by:
Anders Karlsson
8/3/2020
BY: _____ Date: _____
Signature of Authorized Signatory of Cellements Europe OU
Print Name: Anders Karlsson
Title: President

NAXUM Online Marketing Services, LLC

DocuSigned by:
Ben Dixon
7B83A3968F3246F...

BY: _____ Date: Jul 31, 2020

Signature of Authorized Signatory of NAXUM

Print Name: Ben Dixon

Title: CEO

E-mail: _____

August 5th, 2020:

Anders has challenges moving his name servers, once he resolved and points the domains to NaXum the NaXum team makes the platform live.

August 6th - August 27th, 2020

The NaXum team runs the Cellements platform:

41 transactions are processed:

- 1) 35 affiliates activating their accounts to marketing the products, paying the monthly admin fee.
- 2) 4 members purchases products from the shopping cart.
- 3) 2 affiliates choose to upgrade to the advanced marketing tools and upgrade their monthly fee.

August 16th:

NaXum team invoices Cellements for \$1,332.50 for their first monthly hosting invoice as agreed and the Anders sends a private message on WhatsApp:



August 17th:

Even after the WhatsApp verbal assault from Anders, Ben Dixon the CEO at NaXum hosts a free training to the CEL members, and the #1 top earner sends a THANKYOU message to Ben our CEO for the launch and the training:



Anders intro's Ben at the beginning of the call and shares his own excitement: "Welcome To Cellements, this is Anders, we're about to listen to NaXum CEO, Ben Dixon about how this new platform, that we believe, will be next step for us in the development of Cellements and how to spread our message and products to more people is essential. We're looking forward to see and follow the features and the philosophy of about this platform. Looking forward to it and thank you Ben for presenting."

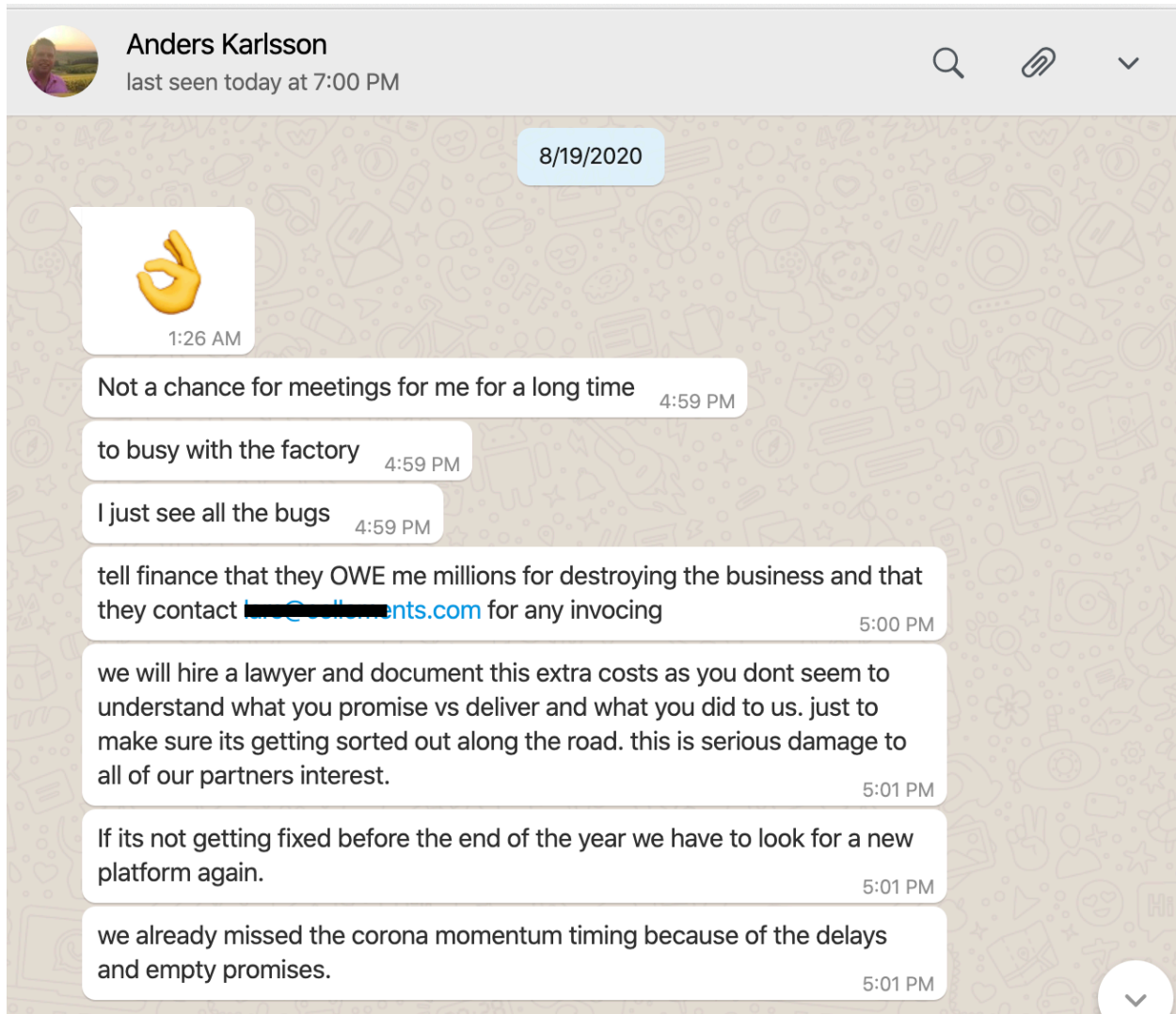
Anders ends the call with:

"Thankyou Ben for the presentation, I think the APP is a gamechanger for us. It looks very clean and fast, I love that it's a native app. We know that sometimes the goals and dreams and goals people put down are not in relationship to the actions they take. it's going to be very clear what actions people are taking so we can pinpoint and support the people really do something, I'm excited to get everything working to line up our people for momentum."

See replay of the webinar here: <https://www.youtube.com/watch?v=6gGO4IRRqWU>

August 19th:

Ben from NaXum has booked 3x separate meetings with Anders to assist him with more content in the marketing system, Anders has rescheduled all 3 and replies that he's too busy to meet on his tools:



August 21st:

Ben sends a notice to Anders at Cellements, clarifying next steps:

Following up on your WhatsApp message.

From now on, please post all communication in Basecamp, I rarely use WhatsApp for international calls and do not want to miss your communication.

From our training Monday, I saw that you currently only have:

- A) A 1-minute bizop video in the webinar player. Where is your real business opportunity presentation?
- B) 1x training loaded in your Xfactor training portal.
- C) 1x invite path in your predictive actions.
- D) 3x pieces off social media content.

If you want your members to WIN you need to give them content.

I booked the call with you to get on the same page with the content you should be adding daily and you've now rescheduled for the 3rd time and responded with:

[4:59 PM, 8/19/2020] Anders Karlsson: Not a chance for meetings for me for a long time

[4:59 PM, 8/19/2020] Anders Karlsson: to busy with the factory

[4:59 PM, 8/19/2020] Anders Karlsson: I just see all the bugs

[5:00 PM, 8/19/2020] Anders Karlsson: tell finance that they OWE me millions for destroying the business and that they contact lars@cellements.com for any invoicing

[5:01 PM, 8/19/2020] Anders Karlsson: we will hire a lawyer and document this extra costs as you dont seem to understand what you promise vs deliver and what you did to us. just to make sure its getting sorted out along the road. this is serious damage to all of our partners interest.

[5:01 PM, 8/19/2020] Anders Karlsson: If its not getting fixed before the end of the year we have to look for a new platform again.

[5:01 PM, 8/19/2020] Anders Karlsson: we already missed the corona momentum timing because of the delays and empty promises.

We did the alpha testing on the system, posted the results to you, and you signed the launch release confirming that the system in the current state was ACCEPTABLE to go live to your members.

1.0 Client Acknowledgement:

Client has requested launch and approved the system in its current status and agrees to hold harmless and communicate with NaXum as any bugs with integrations arise in the platform. Client agrees to inform NaXum through the basecamp channel if they notice any bugs in the platform for the NaXum team to solve.

Since the launch, the team has made fixes and at this time:

- 1) All your links are correct.
- 2) Shopping and enrollment is processing purchases.
- 3) You are ready to receive orders.
- 4) Our Production Team will address any live and broken challenges/bugs in the 0-24 hour section in your Basecamp Portal.

Furthermore, we do not accept your request to delay invoicing on the platform. All invoices will be due as outlined in our agreement or your platform will be deactivated.

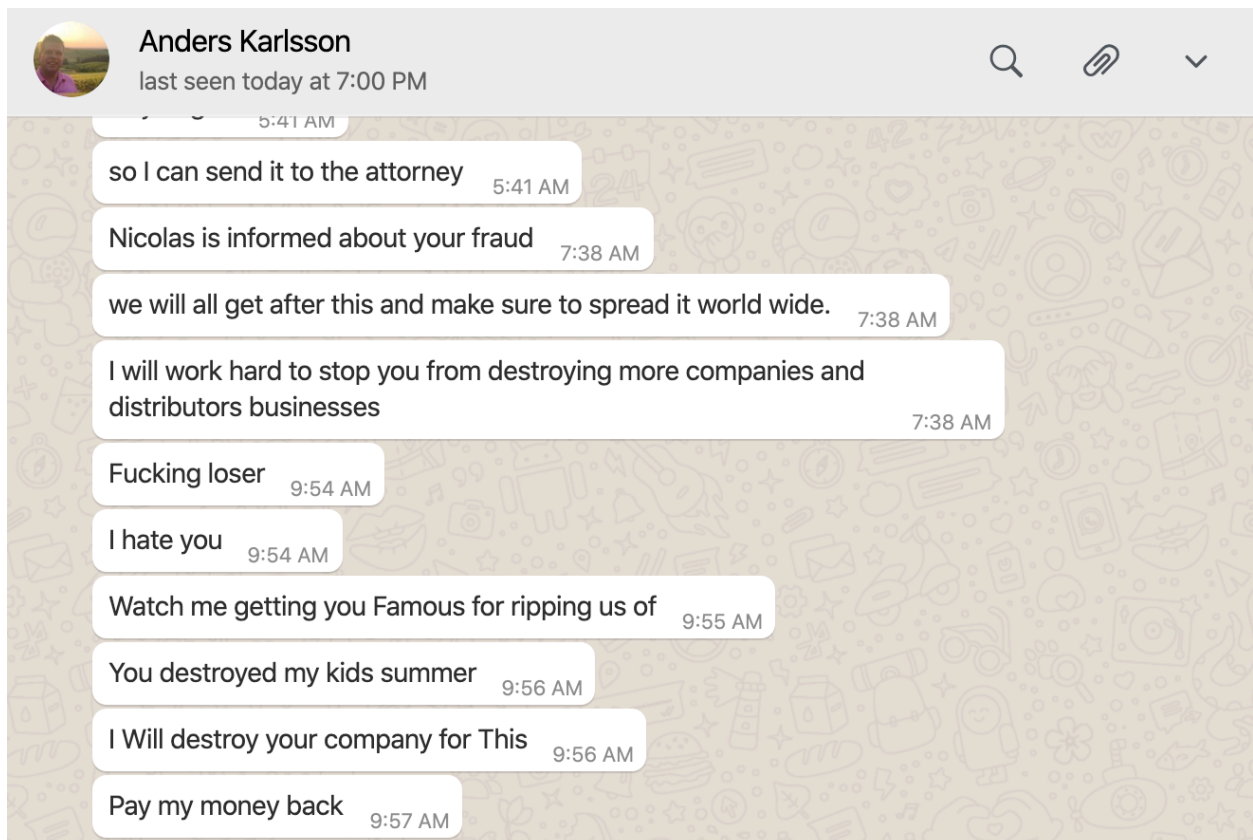
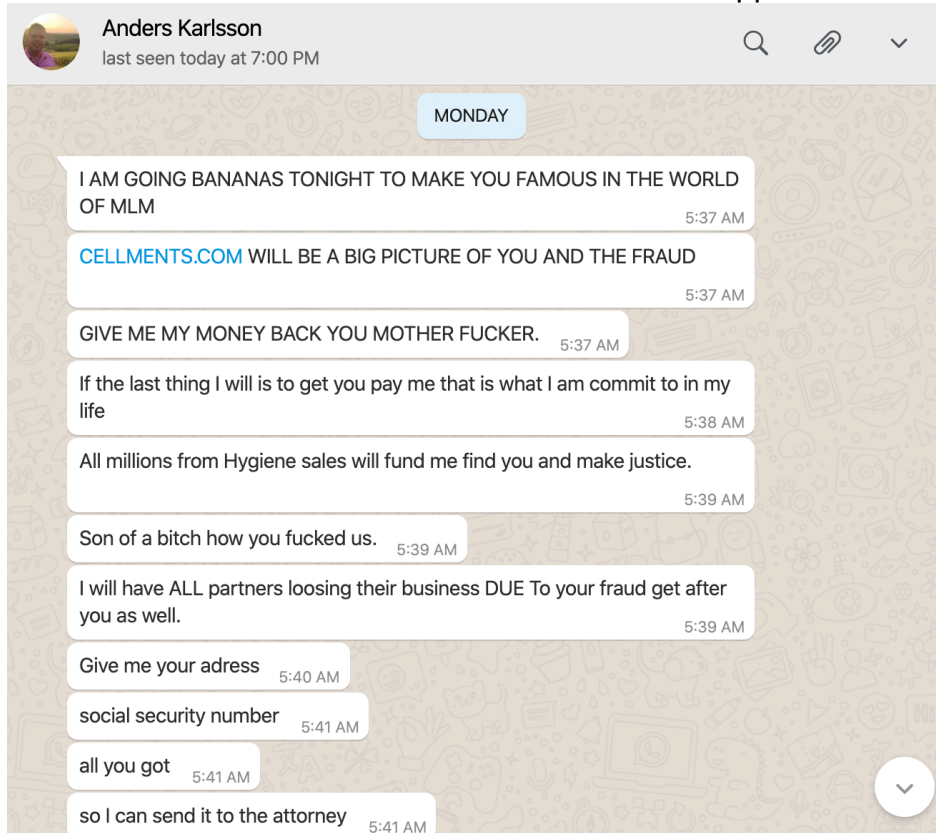
Confirm receipt of the payment for your outstanding invoice by 5pm CST Friday the 21st time for the platform to remain active.

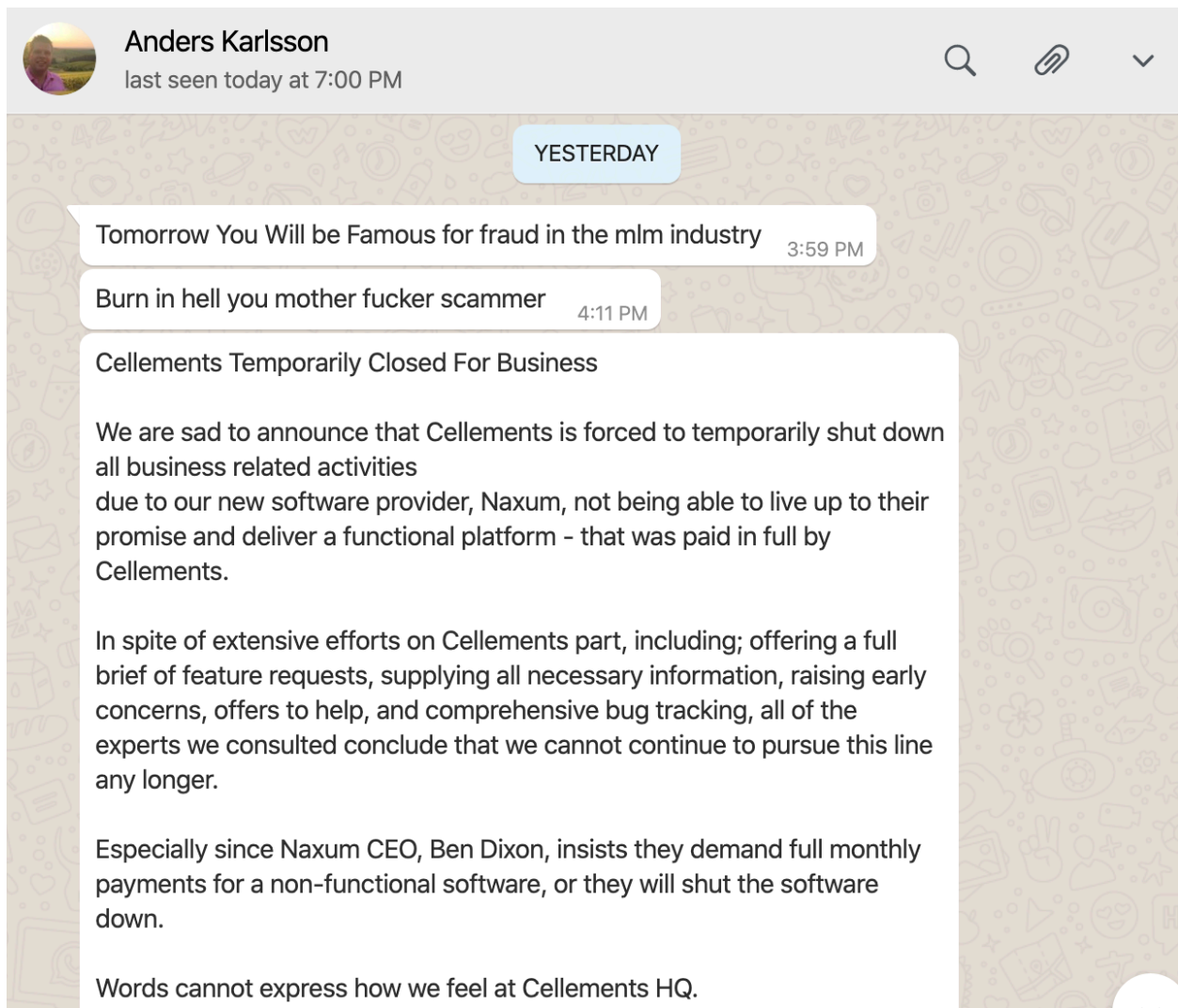
August 22nd, 2020:

Anders threatens to defame NaXum publicly if NaXum does not waive the agreed up \$1,332.50 invoice.

August 24th - 27th, 2020:

Anders seeks to intimidate and threaten on WhatsApp:






August 25th, 2020:

Marcus(from Cellements) reaches out to Ben at NaXum to open up communication. Ben confirms that the system will be left online and seeks to connect with the team to further the relationship.

August 26th, 2020:

Cellements post on their Facebook a series of false claims to their audience and chooses to shutdown their business. The NaXum software is still online, NaXum has left the client online.



Cellements
Yesterday at 4:10 PM · 🌐

Cellements Temporarily Closed For Business

We are sad to announce that Cellements is forced to temporarily shut down all business related activities due to our new software provider, Naxum, not being able to live up to their promise and deliver a functional platform - that was paid in full by Cellements.

In spite of extensive efforts on Cellements part, including; offering a full brief of feature requests, supplying all necessary information, raising early concerns, offers to help, and comprehensive bug tracking, all of the experts we consulted conclude that we cannot continue to pursue this line any longer.

Especially since Naxum CEO, Ben Dixon, insists they demand full monthly payments for a non-functional software, or they will shut the software down.

Words cannot express how we feel at Cellements HQ.

We are in the midst of a global outbreak, with a product that stands head and shoulder above all regarding hand hygiene. Demand is at an all time high all over the globe. To top it off, we have unprecedented demand for home based business opportunities worldwide.


All we need is a software that is functional and customer friendly. And we needed it yesterday.

All this was conveyed clearly to Ben Dixon, at Naxum, 2019. Promises were made. We paid in full. And we were lied to.




[Headline] What went wrong!?

August 27th, 2020:

Anders points his domains away from the NaXum system shutting down the members access to the program. The entire time, the NaXum team left the platform online.



Anders Karlsson
last seen today at 7:00 PM



As you see, we cannot guarantee a solid foundation for our partners to build a business, and with Naxum having the nerve demanding full monthly payments for a non-functional platform (that is not even branded to Cellements), we are forced to shut the business down.

[Headline] Our conclusion

The events up to here and the situation at hand is no surprise to Ben Dixon. We were always very clear with our software demands. He knew the state of the project and the discrepancies between his promises and reality.

Us understanding the magnitude of the challenge, between ... [Read more](#)

4:11 PM

Going in all social media and news 4:11 PM

I Will smoke you out from your hole 4:12 PM

Come to Sweden to collect more money please 4:12 PM

TODAY

Pointing all servers to our new site publishing your story and how bad your fucked us with your team. 9:47 AM

Loosing business is bad but its worse to be famous as a scam artist. 9:47 AM

What is NaXum's perspective on the 3 claims Anders has posted online?

Claim 1: The NaXum team was months and months behind on deliverables, delaying their launch

NaXum's response: The project was put on hold multiple times for the clients own failure to make payments as agreed, which was not disclosed in the client defamatory claims.

Claim 2: That NaXum Shutdown their platform for failure to pay due invoices.

NaXum's response: As seen in the timeline, NaXum did not deactivate the Cellements system. The Cellements management team chose on their own to deactivate the platform.

Claim 3: Ben Dixon, CEO NaXum has knowingly deceived Cellements and our partners.

NaXum's response: There is no deception in our processes. Anders from Cellements signed a release form that he had fully reviewed the platforms delivered and approved the platform as complete and ready for his members. The agreement stated that Anders and Cellements would 'hold harmless' the NaXum team for any bugs that arise in the system as the Cellements team runs the platform.

My Opinion:

From taking the time to review the entire situation, I ask myself WHY.

The training meeting on August 17th to the field is very telling. In the recording, Anders is excited about the systems, he edify's me(the CEO of NaXum) to his field, shares his vision for the future on the NaXum system both in introducing me and closing out the call.

There where no complaints in the meeting of leaders sharing that they cannot login, order, or issues with their commission reporting. The leaders participate in the training and the #1 leader even follows up with me personally after the call saying "THANKYOU, where's the recording so I can share it with more people?"

Why would Anders after reviewing and approving the platform, then reply so negatively? Why would he personally threaten myself and my staff for charging the fee's we agreed to? At this time Cellements still owe's the NaXum team \$180,000.00 in ongoing fee's for the work we delivered that they accepted and approved.

Multiple times the project was put on hold for the clients failure to pay. Is Anders just looking for a way of his contractual obligations and is trying to use intimidation to get services for free? Does he have trouble with his investors from the past?

I do know Anders has two channels to his business. The MLM and the 'wholesale' division that sells directly to businesses. It appears from his "giving up easy" note last August, 2019 that he is not truly focused on the MLM portion of his business long-term and is open to closing the mlm side down.

The crass communication, reliance on intimidation with threats, and chaotic energy all point to a deeper more challenging trouble in the Cellements home. The communication shows a deep insecurity that revolves around Cellements staff wanting to appear to the public as a well funded direct sales company, where in truth they are attempting to escape their commitments to the vendors that delivered the work for their platforms to exist.

NaXum will continue on our mission to serve a billion business souls around the world, with the technology to experience the magical power of referral marketing.

We're an uncommon brand of passionate creatives.

We won't be silent when someone defames all the beauty we've worked for and daily seek to deliver to every soul we touch.

